

Cisco partner boosts customer demand and time-to-profit with pay-as-you-go security solution



Partner: ViS Security Solutions

Location: Ireland

Company Size: 60 employees



Challenge:

- Develop new value proposition for shopping centres and real estate clients
- Make the proposal as commercially viable as possible for ViS and its customers

Solution:

- Integrated security solution based on Cisco® hardware, software, and SMARTnet services
- Financed by Cisco Capital® with cost spread over three years (using **easylease** financing) or five years (using a Financial Lease)

Results:

- Ability to stimulate demand and exceed sales forecasts
- Solution can be flexed to suit customer's preferred return on investment profile
- Faster profitability for the partner from zero upfront payment for Cisco products and services
- Reduced risk and balance sheet impact for both the partner and customer

Challenge

Irish security specialist, [ViS Security Solutions \(ViS\)](#) operates at the heart of this challenging public safety and security agenda. It offers a complete one-stop-shop – design, installation, maintenance and support – for intrusion detection, access control, automated fire protection, and CCTV solutions.

With offices in Belfast, Derry, Dublin and Cork, ViS serves some of Ireland's largest public sector and commercial organisations in Ireland. The company's success has been built upon achieving technical leadership, for example in Cisco Physical Security applications where it holds Cisco Advanced Technology Partner status.

Like most Cisco partners, ViS is always looking to sharpen its competitive edge. In the past, it has used innovative bundling of Cisco products to make proposals stand out. Recently, the company spotted a gap in the market and, using this approach, decided to develop a compelling offer.

"The market was screaming out for an end-to-end IP solution that improved security, while cutting their costs and carbon footprint," says ViS security development manager, Stephen Moody.

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Stephen Moody, Security Development Manager
ViS Security Solutions

Solution

Hosted on a Cisco Integrated Services Router, the Cisco Physical Security solution provides a collaborative platform for integrating Cisco IP Telephony, access control, video, and wireless applications. The solution is underpinned by the award-winning Cisco SMARTnet service, which ensures 24-hour business continuity through rapid problem resolution and parts replacement.

But, still something was missing. "Engineering the solution was the easy bit," says Moody. "The challenge was how to make the offer stickier and more attractive for customers."

Keen to find a way of penetrating a crowded marketplace, ViS turned to Cisco Capital. "We had a really open discussion," recalls Moody. "We shared our vision and sales projections. After some initial financial modelling, Cisco Capital came up with a tailor-made package to help energise our go-to-market strategy."

Using a Financial Lease Structure, Cisco Capital was able to underwrite the transaction end-to-end, enabling the customer to spread costs for Cisco hardware, software, and services over a three or five-year term. In addition, the contract protects against obsolescence by allowing customers to refresh technology and swap out Cisco equipment.

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Stephen Moody, Security Development Manager
ViS Security Solutions

Results

Initially aimed at helping shopping centres strengthen security and cut overheads, the Cisco Physical Security solution is also likely to be of interest to hotels, venue management companies, and other real estate clients.

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The solution is already providing a shopping centre in Belfast with a host of benefits. Before, an on-site security officer worked 80 hours a week monitoring upward of 40 cameras. "Detection relied entirely on the guard looking at the right screen, at the right time," says Moody. "There was no alert system protecting perimeter security and the existing systems were unable to talk to one another."

By implementing the Cisco Physical Security solution, the customer no longer needs an onsite security presence at night. Instead the shopping centre is monitored remotely, in real time, using Cisco IP CCTV and Video Analytics, which detect the slightest movement and send an alert to a central control centre. All video footage is intelligently tagged and archived for easy retrieval and is in compliance with I-Lids Primary Detection.

Thanks to Cisco Wireless IP Phones the centre manager and facilities team no longer need to hire walkie-talkie radios to communicate. There's less theft and fewer security incidents, which is great news for tenants.

Best of all, the shopping centre can achieve all of this while conserving cash and strengthening its balance sheet. "Using Cisco Capital, the £34,000 annual cost of the solution was agreed over five years," says Moody. "Over the term of the contract, the customer saves £13,000 on headcount and maintenance each year, providing a total saving of £65,000 over five years. It really was a no-brainer."

For more information

Details of Cisco Capital financing solutions are available at: www.ciscocapital.com/emea